# GREENER BY
## DEFAULT

# GBD
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# Identity Guidelines 2023

This document will provide basic guidelines for the use of the **Greener By Default (GBD)** identity and general knowledge about the various file formats provided. Adhering to these guidelines will allow for consistent and coordinated communications by standardizing the logo's use in all of its marketing materials.

The **GBD** identity uses colors that have been selected to work in print, on digital displays, and for web browsers. All colors used in applications of the **GBD** logo should be selected with the intended medium in mind.

The spelled out version at the top and the acronym version at the bottom, can be used interchangeably depending on the context.

The "Exclusion Zone" is a clear margin surrounding the **GBD** identity.
It provides a clear graphic buffer zone to separate the logo from all other elements.
No graphic element may intrude upon the exclusion zone around the logo.
The zone is based on the "Y" measurement.
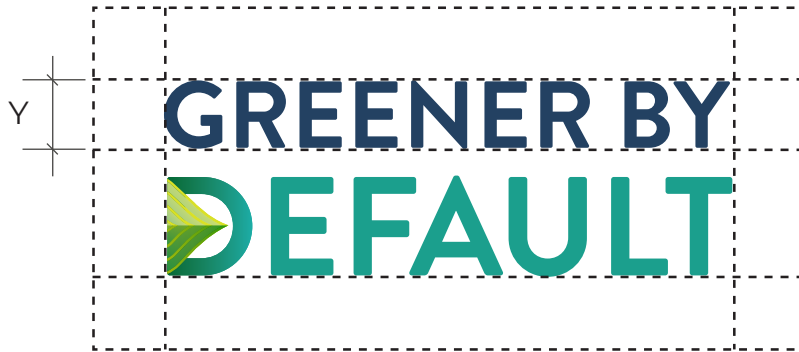
# FULL COLOR LOGOS

Whenever full color is available, the full color logo is preferred.
RGB versions for digital use and CMYK versions for printed materials.

Digital files for the versions to be used on a dark background
(shown below and supplied for use on black or equivalent)
can be adjusted dependent on the color.

If a situation arises where the specifications do not allow full impact, it is highly recommended
that you consult a designer to creatively solve the issues without compromising the identity.



In the versions below (for use on a dark background),
the lighter blueish gray color is 55% tint of GBD's Blueberry Blue.

# GRAYSCALE + BLACK & WHITE + ONE COLOR LOGOS

When color is not available, Grayscale is preferred.

If Grayscale is not available, black or white is suitable.

If one color is available, GBD Blueberry or Sea Kelp is suitable.

# ACCEPTABLE USES OF THE LOGO

It is always recommended to use the identity as is.
The primary object is consistency.

The identity color variation to be used is dependent on the background
so as not to compromise the readability of the **Greener By Default** identity.

If a situation arises where the specifications do not allow full impact, it is highly recommended
that you consult a designer to creatively solve the issues without compromising the identity.

It is always recommended to use the identity as is.
The identity should always appear in its original proportions.
The primary object is consistency.

# DO NOT:

- condense, expand or distort the identity.
- move, stretch or change the identity or its elements.
- place the identity on top of a color or image that renders it unreadable.

It is essential to use the correct colors
in all corporate materials in order to be consistent.

## LOGO COLORS

Digital files of the Greener By Default logos are supplied in CMYK, RGB, and Grayscale/B&W.

### BLUEBERRY
**PRINT USAGE:** **CMYK:** C=78  M=52  Y=14  K=52
**DIGITAL USAGE:** **RGB:** R=35  G=65  B=98  **HEX:** #234162

### SEAKELP
**PRINT USAGE:** **CMYK:** C=78  M=12  Y=51  K=4
**DIGITAL USAGE:** **RGB:** R=27  G=159  B=141  **HEX:** #1b9f8d

## SUGGESTED COLOR PALETTE

### GREEN APPLE
**PRINT USAGE:** **CMYK:** C=19  M=0  Y=98  K=0
**DIGITAL USAGE:** **RGB:** R=217  G=224  B=39  **HEX:** #d9e027

### ICY ACAI
**PRINT USAGE:** **CMYK:** C=46  M=26  Y=0  K=0
**DIGITAL USAGE:** **RGB:** R=136  G=168  B=215  **HEX:** #88a8d8

### RHUBARB
**PRINT USAGE:** **CMYK:** C=37  M=84  Y=34  K=7
**DIGITAL USAGE:** **RGB:** R=159  G=72  B=112  **HEX:** #9f4870

### GRAY SALT
**PRINT USAGE:** **CMYK:** C=37  M=38  Y=32  K=1
**DIGITAL USAGE:** **RGB:** R=166  G=151  B=156  **HEX:** #a6979c

### BROCCCOLI
**PRINT USAGE:** **CMYK:** C=90  M=22  Y=98  K=26
**DIGITAL USAGE:** **RGB:** R=1  G=105  B=57  **HEX:** #016939

It is essential to use the correct color file
in all corporate materials in order to be consistent.
Digital file formats of the **Greener By Default** logos
are supplied in the following color modes:

## CMYK

CMYK refers to the printing inks used in four-color process printing. Cyan, Magenta, Yellow and Black are the colors used to print full color publications (i.e. magazines). These four colors can be combined and printed to emulate a wide number of other colors.

## RGB

Red, Green and Blue (RGB) are the colors that computer monitors and televisions use. Images on the internet are in RGB mode or a variation of it called indexed color. When scans are created they are, by default, in RGB; RGB images divide the information into three "channels" (one for each color) while CMYK photo files divide the color between four "channels." Therefore, CMYK images are bigger files and take up more space. Remember that colors fluctuate on different monitors due to diverse calibration, monitor brands and you are actually looking at it in RGB (Red, Green and Blue) – the electronic standard, rather than the printing standard CMYK (Cyan, Magenta, Yellow and Black). Therefore, color will vary from monitor to monitor. For best color accuracy, images should be in the color mode of its final use – CMYK for color printing and RGB for on-screen viewing.

## GRAYSCALE

Grayscale images have no color, incorporating black, white, and up to 256 shades of gray. In print design, a grayscale graphic image appears to be black, white, and shades of gray, but it only uses a single color ink.

# FILE FORMAT DESCRIPTIONS

It is important to have a basic understanding of the various graphic formats and extensions, which are commonly used both in print and electronically. Digital file formats of the **Greener By Default** logos are supplied in the following standard file formats:

## .AI
(Adobe Illustrator) Native, vector-based file best used to scale the logo without degrading the image.

## .EPS
(Encapsulated PostScript) It is possible to change any element in a vector graphic at any time since each element is stored as an independent object. Since it is actually a PostScript file, it is the most versatile file format that is available. EPS files can be generated by all drawing applications as well as most layout applications. It is the best file used to scale the logo without degrading the image.

## .PDF
(Portable Document Format) PDF is an open file format created and controlled by Adobe Systems, for representing two-dimensional documents in a device independent and resolution independent fixed-layout document format. PDF files do not encode information that is specific to the application software, hardware, or operating system used to create or view the document. This feature ensures that a valid PDF will render exactly the same regardless of its origin or destination.

## .PNG
(Portable Network Graphics) PNG is a pixel-based raster-graphics file format that supports lossless data compression. This format is commonly used online due to its wide support and portability. The format supports palette-based images with palettes of 24-bit RGB or 32 bit RGBA colors, grayscale images, and full-color non-palette based RGB or RGBA with or without transparency. (PNG files provided will be on a transparent background.)

## .JPG
(Joint Photographic Experts Group) A JPG is a pixel-based color image compression technique that reduces file sizes by eliminating redundant or unnecessary image data for digital viewing purposes.

## .SVG
(Scalable Vector Graphic) A web-friendly vector file format. Vector files like SVG can be significantly resized without losing any of their quality. SVGs are written in XML code which allows search engines to read SVG graphics for their keywords, which can potentially help a website move up in search rankings.

## LOGO TYPOGRAPHY

The **GBD** logo type is Brandon Grotesque Bold.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**1234567890abcdefghijklmnopqrstuvwxyz**

When sharing documents with recipients that do not have the brand fonts, we recommend using typographic families of system, compatible with MAC and Windows.
It is recommended to use Montserrat for titles and Lato for text.

## PRIMARY TYPEFACES

**TITLE FONT:**

# Montserrat

Montserrat has 18 versions including italics and a variety of weights.

Regular        REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890abcdefghijklmnopqrstuvwxyz

**Bold            BOLD**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**1234567890abcdefghijklmnopqrstuvwxyz**

**TEXT FONT:**

# Lato

Lato has 18 versions including italics and a variety of weights.

Regular  REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890abcdefghijklmnopqrstuvwxyz

**Black            BLACK**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**1234567890abcdefghijklmnopqrstuvwxyz**

**GBD**

GREENER BY DEFAULT

If you're having trouble with anything in this guide, or you are unsure if your communication best represents the **GBD** brand, please contact us at:

info@greenerbydefault.org

To download our logo files and for additional resources, visit our website:

www.greenerbydefault.org